

## **The Breast Cancer Research Foundation® Corporate Alliances Guidelines**

Corporate Alliances are very important to The Breast Cancer Research Foundation® (BCRF) in our fight against breast cancer. BCRF welcomes all companies and brands, large or small, to inquire about creating a cause-related program with BCRF as the beneficiary. Each potential partner is requested to submit a proposal. Proposals are reviewed on a case-by-case basis to ascertain the program's compatibility with the BCRF brand.

The Breast Cancer Research Foundation® appreciates any and all donations from individuals and companies. The pink ribbon is the universal symbol for breast cancer awareness and a generic version may be used without the permission of BCRF, or any other foundation. If you wish to use The Breast Cancer Research Foundation registered logo, registered ribbon design, or our registered tagline, "Prevention and A Cure In Our Lifetime", you must become a BCRF Corporate Alliance Partner, sign a License Agreement, and make a minimum donation commitment.

The Breast Cancer Research Foundation® owns the registration for The Breast Cancer Research Foundation® name, its logo, its tagline and its ribbon (Licensed Marks). Permission is required for use of any of these Licensed Marks. If you wish to make a donation to BCRF but do not wish to utilize the BCRF registered logo, ribbon, or name you may make a general statement such as "[Name of Company] has chosen to donate to The Breast Cancer Research Foundation." You are on your honor to remit your gift to BCRF if you make this claim.

**Categories** that BCRF is **not** currently accepting:

- Books
- Children's products
- Baby products
- Vacuums
- Hair accessories
- Sporting or athletic equipment
- Beauty products
- Health Supplements
- Food products
- Airlines
- Products that contain a particular viewpoint on survivorship or the disease aspect of breast cancer
- Web-only companies

**Mailing Lists.** As per BCRF's privacy policy, BCRF does not sell its mailing list nor does BCRF release its mailing list to any company or individual this includes email addresses.

**License Agreement.** Use of Licensed Marks are prohibited unless there is fully executed License Agreement. BCRF must have received the fully executed License Agreement before any Licensed Marks are released.

**Full Disclosure.** BCRF requires that every product, brand, and/or company that displays the BCRF logo or BCRF ribbon, or any other Licensed Mark disclose the exact and full benefit to the Foundation in plain and explicit language on all materials that the public will see. BCRF will not accept or approve any promotions or promotional materials that state “a portion of the proceeds” or any other vague statement.

**Minimum donation.** In order to ensure that The Breast Cancer Research Foundation can continue to donate a minimum of 85 cents of each dollar to research and awareness programs, a guaranteed minimum donation is required. The guarantee is determined on a case-by-case.

**Timing.** Proposals are reviewed weekly and BCRF strives to notify potential partners within two weeks of our decision.

**Companies** must have been in business for more than 12 months.

**Celebrities.** The Breast Cancer Research Foundation cannot secure a celebrity to serve as a program spokesperson.

**Licensed Marks.** All BCRF Licensed Marks must be utilized in accordance to the graphic standards that BCRF sets forth.

**The Breast Cancer Research Foundation® name.** The organization’s legal name is The Breast Cancer Research Foundation, with a capital “T” for The.

**The Corporate Alliance proposal questionnaire follows. If you have any questions about the proposal or our guidelines please contact Erin Medley at [emedley@bcrfcure.org](mailto:emedley@bcrfcure.org) or 646 497 2620.**

**The Breast Cancer Research Foundation®  
Corporate Alliances Proposal Questionnaire**

If you met the Corporate Alliances guidelines, please fill out the following questionnaire. Proposals are reviewed on a case-by-case basis to ascertain the program's compatibility with the BCRF brand. You will receive a response regarding the status of your proposal within two weeks of receipt. Please **email** completed proposals to Erin Medley at **emedley@bcrfcure.org**.

Proposal Questionnaire:

1. Please describe your company, including how long it has been in existence, what products you sell and a brief description of your average client.
2. Please describe your proposed breast cancer program/product?
3. What will be the timing of the promotion and length of time?
4. What is the connection between breast cancer and the program?
5. How much will the item or product line retail for?
6. What percentage or dollar amount of the price of the product will be donated to The Breast Cancer Research Foundation?
7. Please provide an estimated total donation amount for the promotion.
8. What minimum donation guarantee to The Breast Cancer Research Foundation?
9. What would the distribution level of the item(s) be and where would it be sold (types of retail outlets, how many, geography)? Which, if any, of these have been confirmed?
10. How and where will the item(s) be marketed and how will The Breast Cancer Research Foundation be involved?
11. What do you expect from The Breast Cancer Research Foundation?
12. Why is breast cancer research important to your organization?
13. Why would you like to work with The Breast Cancer Research Foundation versus another breast cancer charity?
14. Please include contact information.